

## R E P O R T

TO: Planning Director

FROM: Planning Technician

DATE: March 31, 1977

RE: Zoning Acreage by Category and Percent

San Marcos-City Planning  
 City Planning - California  
 Zoning, Urban-Planning --  
 Calif. -- San Marcos

The table below breaks down the various categories of zoning in the City into their respective acreage and percentage to the total number of acres zoned.

The total acreage below is less than the total acreage in the City because major streets, freeways and railroads are not included in this summation. Potential zones are included in the zone in which they are potentially classified.

Zoning Classification	Acreage Within Zone	Percentage of Total Land Zoned Without Pre-Zoned Land Included
R-1 & R-1 (7.5)	2,287.02	30%
R-2	106.65	1.29%
R-3-6 & 10	230.86	3%
A	2,855.44	37%
E-1-20	409.21	5%
M	1,122.17	15%
C and C-1	406.71	5%
Public Lands	273.42	3.7%
R-P	5.67	0.01%
Prezoned R-1, R-1-15, E-1	<u>102.68</u>	
Total Acreage Including pre-zoned	7,799.82	
Total Acreage Without Pre-zone	7,697.14	100%

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This report acknowledges the work of Mr. Nick Romaniello of Los Angeles in coordinating the efforts of the Ad Hoc Citizens Committees.

REVISION

SUMMARY  
OF  
SAN MARCOS - 1990

If this General Plan Land Use Element is adopted, the year 1990 will see San Marcos as a mature "new town" with about 35,000 persons in an area similar to that of the present city. The city will, however, extend from Gopher Canyon on the north to Questhaven Road on the south. The growing county area to the west will be within the city by then. The total area (24 square miles) will contain over 50,000 persons.

San Marcos will be one of five major industrial areas in the North County, with Palomar Airport and Rancho Bernardo the only serious competition for large plants.

This city will still contain about 25% open land, mostly in the hills and in the North Twin Oaks Valley.

The major shopping centers will still be in Escondido and Oceanside, but San Marcos should have three or four medium-size commercial centers, each including a supermarket.

The character of the town will be generally rural, with a few pockets of medium and high density in the valleys closest to the freeway.

The dairies, egg ranches and many other farm uses will have moved up into the San Joaquin Valley and other areas. They will be replaced by housing, industry and recreation areas.

San Marcos will be a city of parks -- at least 20 or 30 parks all over the city, in private and public ownership. Bicycle and horse trail networks should almost be complete by then.

The Storm Drain System will be developed, and many of the two-lane roads we drive now will be four or six-lane landscaped highways.

Schools will be located within walking distance for most students. The college will have expanded.

Cities to the east and west will have developed up to the San Marcos city boundary. Lands to the north and south will still be mostly undeveloped.

Smog should be minimal up to 1985 and nonexistent after that.

Most of the city's present problems (drainage, sewer, schools, etc.) should be solved by 1990, but new problems should start to confront the planners of that era:

- a. Housing built before 1960 may have deteriorated to the point that urban renewal will be needed in such areas.
- b. Traffic on the freeway may have increased to the point that rapid transit is needed.
- c. Developers may be putting pressure on the city for more apartment zoning and for development of the hillsides, as is now happening in Escondido.

San Marcos in 1990 will be one of the more pleasant places to live in southern California - good climate, plentiful jobs, good schools, clean neighborhood, hillside views and a bit of rural atmosphere that will be gone in nearby cities.

The proposed Land Use Element of the General Plan will provide for the existence of all this in 1990.

## GOALS

- A. Preserve the rural atmosphere of San Marcos.
- B. Stimulate the economic base of the City by promoting commercial and industrial establishments to serve the North County region.
- C. Assure that a wide range of housing choices exists in San Marcos.
- D. Assure that development will occur only after sufficient public services have been provided or programmed.
- E. Provide public and private open space for the enjoyment of citizens.

## POLICIES AND STANDARDS

These have been articulated by neighborhood. Since each neighborhood has different topography and a distinctive mix of land uses, the policies and standards vary from one to another.

The emphasis is on preserving or developing a particular character for each neighborhood. Development that would be inconsistent with such character should be redirected to neighborhoods which are of such a nature as to be compatible with such uses.

The following compatibility matrix summarizes the developmental options that are to be available in each neighborhood:

## NEIGHBORHOOD

	RICHLAND	COLLEGE	DOWNTOWN	INDUSTRY & BUSINESS	TWIN OAKS	SOUTH CITY	WEST CITY
Land Use							
Permanent Open Space	X	X	X	X	X	X	X
Agriculture	X	X			X	X	X
Estate Housing	X	X			X	X	X
Tract Housing	X	X	X			X	X
Medium Density Housing	X	X	X	X		X	X
High Density Housing		X	X	X		X	
Commercial	X	X	X	X	X	X	X
Industrial			X	X		X	X

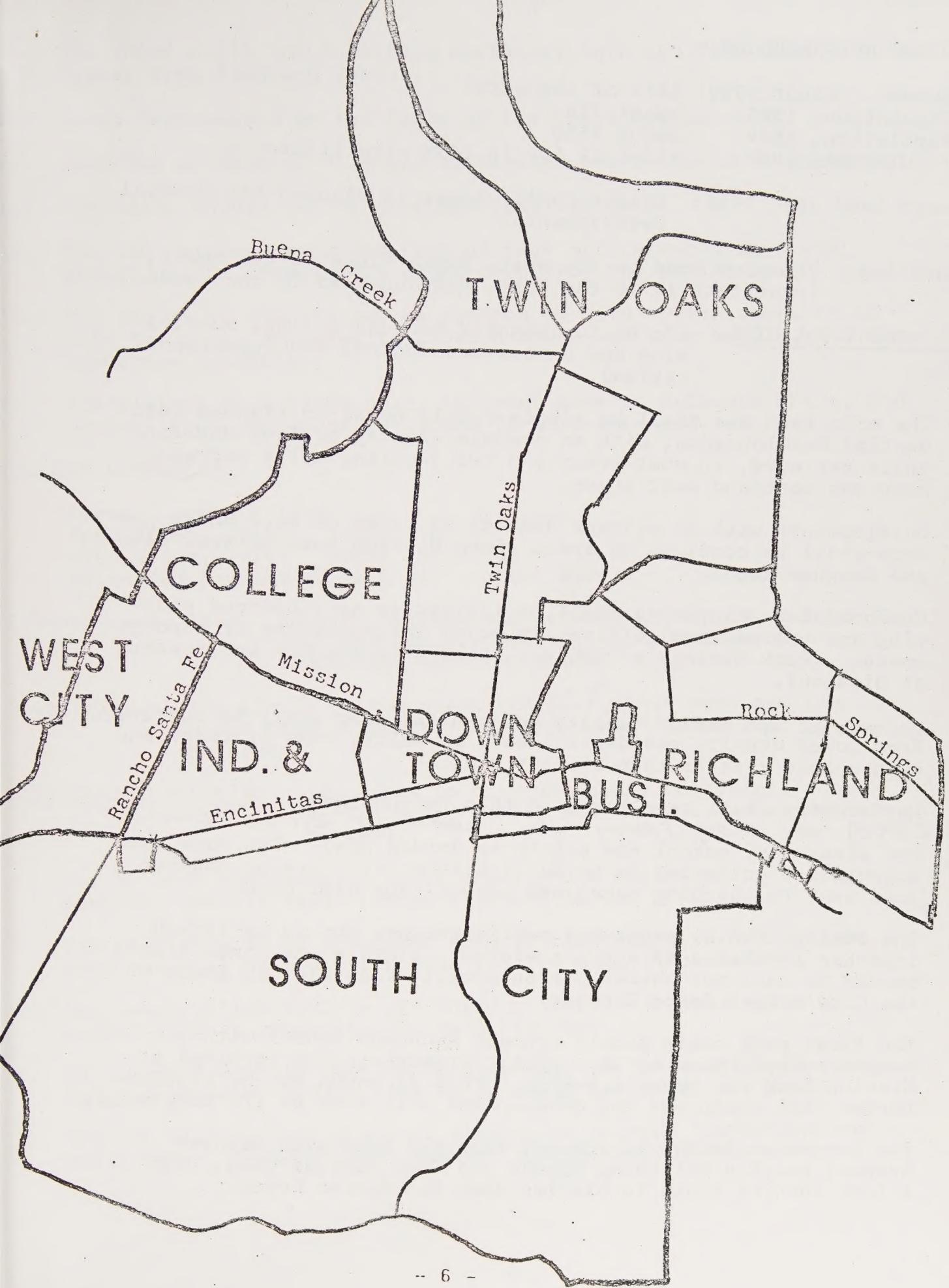
"X" indicates that use is compatible with neighborhood character.

Blank Space indicates use is not compatible.

POPULATION

Neighborhood	1974 City Limits Residential Square Miles	1990 Population Within 1974 City Limits	1990 City Limits Residential Square Miles	1990 Population Within Sphere Of Influence
Richland	3	12,500	3.5	14,000
College	1.5	6,500	1.7	7,000
Twin Oaks	2	1,200	4	3,500
Downtown	1	4,650	1	4,650
Industry & Business	0.1	1,300	0.1	1,300
South City	1.5	9,000	10	48,000/ 25,000*
West City	-	-	1	8,000
		35,150		56,450
				<u>63,450*</u>

\*South City Plan  
amended 9-74



## RICHLAND NEIGHBORHOOD:

Acres: about 2000 (1/4 of the city)  
Population, 1965: about 250  
Population, 1974: about 3500  
Population, 1990: about 12,500 in 1974 city limits

Primary land use, 1990: Single-family homes in Planned Residential Developments.

Boundaries: Vineyard Road to the west, Vista flume to the north, Interstate 15 to the east, Mission Road to the south.

DEVELOPMENT POLICIES: (To be implemented through zoning, subdivision and parcel map control and appearance review).

1. The main land use shall be single-family homes in Planned Residential Developments, with an average density of four dwelling units per acre, in most areas and two dwelling units per acre near the east and west edges.
2. Developments with an average density of seven or more units per acre shall be confined to areas along Mission Road between Bennett and Bouger Roads.
3. Commercial developments shall be limited to neighborhood shopping and professional offices at major intersections of through roads. (Rock Springs at Bouger, Borden at Bouger and Bennett at Mission).
4. Commercial and medium density residential uses shall be buffered from lower density residential uses by walls, rows of trees and open spaces greater than 20 feet wide.
5. No industry shall be allowed in this neighborhood.  
*GP.2A CORM ~~along~~ Freeway when zoning is Z-1 or greater*  
*9/10/78* One elementary school now exists on Borden Road. Two more such schools are projected to be built before 1980, one on Bouger Road next to the city park, and one on Knob Hill Road.
6. The various P.R.D. parks and public grounds should be linked together in chains of varying widths. Bicycle and horse trails should be laid out wherever economically feasible, as shown on the City's Open Space Element.
7. The first park chain should connect Richland School with a second school, then on to a public transportation terminal at Mission Road and Bennett Avenue. This is known as the Mission-Borden Park chain and the development will soon be 2/3 completed.
8. The second chain should connect Vineyard Road with Bennett Avenue, roughly following Borden and Rock Springs Road, with a fork running south to Mission down San Marcos Creek.

10. The third chain should extend northwest into the Twin Oaks Valley from Richland School.
11. Woods Park should be the focus of the trail system.
12. Existing growths of wild and cultivated trees should be preserved.
13. The hills should not be substantially cut down.
14. The two dairies are a reminder of past agricultural days and should not be prematurely eliminated from the district.
15. The widths of streets may be reduced by city action where it is safe to do so, in order to provide horse and bike trails, and more landscape screening.
16. Areas along Rose Ranch Road, the west side of Mulberry Drive, and Nordahl Road should be developed in half-acre estates.

#### COLLEGE COMMUNITY:

Acres: about 1300  
Population, 1965: about 250  
Population, 1974: about 500  
Estimated population by 1990: about 6500

Primary uses, 1980: Palomar College and related uses; low, medium and high density housing, plus neighborhood commercial and open space.

Boundaries: City limits to the north and ~~east~~<sup>west</sup>, Owen Peak and the Junior High School to the east, and Mission Road to the south.

DEVELOPMENT POLICIES: (To apply to city decisions on zoning, subdivision and parcel map control and appearance review).

1. The college community is to be urban and a self-contained neighborhood, for all ages, family size and income groups.
2. The college will be protected from conflicting uses on adjacent land and will be protected from traffic congestion nearby.
3. The large valley will be developed primarily in housing as a master planned community of small villages.
4. The overall average housing density will be three units per acre, but the maximum density will be 20 units per acre.
5. Housing will include a mix of single-lot houses, townhouses and patio homes, condominiums, cluster housing and rental units.

6. Open space will surround each grouping of housing (each village) and set it apart from other villages.
7. The average village will not exceed 50 acres in size of residential cluster (not including surrounding greenbelt).
8. No more than the equivalent of two full villages will be built in any one year.
9. A network of trails (horse, bike and pedestrian) will connect the villages to the village center to downtown and to each other.
10. The existing subdivisions (Palomarcos Gardens, Rexford Vistas and Granite Road) shall be buffered from later villages by open space, landscaping and walls.
11. An elementary school site is projected for the mid valley; this school should be built before the valley is half developed in housing.
12. A city park site will be needed next to the elementary school.
13. A neighborhood commercial center, not greater than 10 acres in size, will be needed in the valley center before the valley is half developed.
14. This center should be at an intersection of two Master Plan Highways, and should be low profile and compatible in design with adjacent villages.
15. A park chain would extend near Rancho Santa Fe Road, along the San Diego aqueduct route from Mission Road to the north city limits.
16. Another Park chain should follow the creek through the valley.
17. The steeper hillsides and tops of Owens Peak and nearby mountains should be preserved by an open space zone.
18. High density student housing should be provided near the college.
19. Some commercial, professional, educational and religious uses should also be permitted near the college, especially along Mission Road.
20. No major development should be permitted in the valley until at least two lane portions of Arctic and/or Rancho Santa Fe Road have been extended to provide access.
21. Subnormal residential streets should be permitted only in Planned Residential Developments.
22. No industrial uses (except research) should be allowed in the college community.

## AKS VALLEY NEIGHBORHOOD:

res: about 3500 (about 1200 now in the city)  
population, 1965: about 250  
population, 1974: about 350  
xpected population, 1990: about 3500 (about 1200 in the 1974  
city limits)

y uses: Sub-estates in the lower valley, full estates in the  
mid valley, and agricultural preserve outside present  
city limits to the north.

ries: San Marcos Mountains and Owen Peak to the west, Merriam  
Mountains to the north and east, and a line north of  
Westerly Way to the south.

MENT POLICIES: (To apply to city decisions in zoning, subdi-  
vision and parcel map control and appearance  
review).

e valley shall be kept in a rural atmosphere.

riculture in the north valley area shall be protected against  
trusion of conflicting uses.

e to hazards to property, the flood channel of San Marcos  
eek and very steep hillsides of the San Marcos and Merriam  
ntains shall be in an open space zone, with urban uses by  
pecial Use Permit only.

iveway access and cross-streets to Twin Oaks Valley Road shall  
be kept to a minimum.

anned Residential Developments with large parks shall be the  
primary use in the south valley.

re estates and country club style P.R.D.'s shall be the primary  
use in the mid valley.

network of horse trails and bike trails, focusing on the Walnut  
(unther) Park on Sycamore Drive, shall be developed as proves  
conomically feasible.

ocado, orange and walnut groves, and wild sycamore and oak trees  
hall be preserved as much as possible as housing development  
curs.

opping uses shall be confined to a village center on Twin Oaks  
alley Road around Buena Creek and Cassou Roads.

ommercial recreation uses, such as the relocation of the "Golden  
oor" and any golf course that may be built, may be permitted in  
ose areas where conflict with adjacent uses will not result.

o industry, other than agriculture and research, will be permit-  
ed in the Twin Oaks Valley. No high intensity traffic generators

should be developed in the valley.

12. No high density apartments or high rise buildings will be permitted in the valley.
13. A school site is presently reserved on Twin Oaks Valley Road. A second site may be needed after 1980.
14. A park chain from Rose Ranch Road to Sycamore and north to U.S. Interstate Highway 15 shall be encouraged.
15. A second park chain should extend from the first, down San Marcos Creek, toward downtown San Marcos.
16. Flowers, shrubs and trees shall be planted in the median and on both sides of Twin Oaks Valley Road/Deer Springs Road.
17. Subnormal style (narrow) residential streets will be encouraged in order to discourage on-street parking, allow for more landscaping, and preserve the rural atmosphere.

#### DOWNTOWN AREA:

Acres: about 800

Population, 1965: about 350

Population, 1974: about 1400

Expected population, 1990: about 4650

Primary uses: Local shopping, government and professional offices, some industry, plus apartments, duplexes, condominiums, mobilehomes and single houses.

Boundaries: Westerly Way on the north, San Marcos Junior High School and Echo Lane on the west, the freeway and Discovery Street, east of Grand on the south, and the Royal Arches Mobilehome Park on the east.

#### DEVELOPMENT POLICIES:

1. Downtown will be larger in population than a village, but smaller than a city. The general theme will be urban.
2. Most freeway oriented and non-daily commercial uses will be located west of downtown, outside this community.
3. Established downtown businesses should be protected and encouraged. New businesses should be encouraged.
4. Industry should be generally limited to the area north and east of the new civic center and along Twin Oaks Valley Road.
5. Professional offices should be given much greater zoning than is presently available, especially near civic center.



21. Vineyard Road should have more duplexes, plus other types of medium density housing, at a density of up to 8 units per acre.

#### INDUSTRY AND BUSINESS AREA:

Acres: about 1400  
Population, 1965: about 200  
Population, 1974: about 700  
Population, 1990: about 1300

Primary uses: Industry, with through traffic oriented commercial uses along main highways.

Boundaries: Mission Road, except for a southward jog around downtown to the north; Rancho Santa Fe Road to the west; a line parallel to and halfway between Encinitas Road and Discovery Street, as well as Myrtle Drive to the south.

DEVELOPMENT POLICIES: (To be applied by the city in decisions on zoning, subdivision and parcel maps and appearance review).

1. In this area, industry shall be primarily light manufacturing, warehousing and storage, capitalizing on San Marcos' unique geographical advantages as a distribution center.
2. Industry shall be in masonry or painted new metal buildings, primarily with maximum landscaping, adequate off-street parking and sufficient buffering from residential uses.
3. The industrial area will be serviced by adequate paved roads and by various rail spurs.
4. Commercial uses will be allowed along Mission Road, Rancho Santa Fe Road, Grand Avenue and Encinitas Road, and may eventually take up most of the frontage on these roads.
5. Commercial use should be minimized on Los Vallecitos Boulevard, Las Posas Road, Linda Vista Drive and all internal streets.
6. Commercial uses should be mostly non-daily shopping and through traffic oriented business, such as auto and mobilehome sales, specialty stores, furniture stores, etc.
7. The tributary of San Marcos Creek should be improved with an adequate flood channel in lieu of open space (flood plain) zoning.
8. No schools are expected to be needed in this area, except for the existing high school.
9. On-road bicycle and horse trails should be provided through the industry and business area, connecting nearby residential areas.

10. Existing housing should be sufficient for this area through 1990 and may even be cut back somewhat.
11. The existing dairy, as well as grazing lands and chicken ranches, might be phased out of agricultural use by 1980.

#### SOUTH CITY AREA:

Acres: about 4000 (one-fifth now in the city)  
Population, 1965: about 900  
Population, 1974: about 3000  
Expected population, 1990: about 9000 in 1974 city limits

Primary uses, 1990: Large Planned Residential Developments and Open Space, with a major industrial park.

Boundaries: The existing industrial area to the north (south of Encinitas Road and Myrtle Drive, generally); Lake San Marcos and Meadowlark within the boundary to the west; the Escondido Sphere of Influence (well east of La Moree Road) to the east; and Questhaven Road to the south.

DEVELOPMENT POLICIES: (To be applied by the city in decisions on zoning, subdivision and parcel maps and appearance review).

- This area consists of some gentle slopes and a great deal of steep slope terrain and should be developed so as to accent and preserve the natural topography.
- A great many annexations to the city are anticipated between now and 1980.
- Existing high quality developments (Lake San Marcos, Coronado Hills and Meadowlark Ranch) should be buffered by open space from any developments of a lesser quality.
- Large Planned Residential Developments in this area should include a variety of housing types for all age, family size and income groups in a park-like setting, similar in design to Lake San Marcos.
- The average P.R.D. density should be between four and five dwelling units per acre.
- Estate type housing should be required on the steep slopes of the hills. To insure that this will occur in the future, an open space zone (building by Special Use Permit only) should be applied to the Coronado Hills and Cerro De Las Posas now.
- The area between Encinitas and Discovery Streets, east of Via Vera Cruz, should be added to the industrial area.
- The city should purchase a major hilltop park in the south city area by 1980 or 1985, possibly in cooperation with the county.

9. Mobile home parks are a land use most appropriate to Barham Drive. The existing mobile home parks in this area are of a high quality; this trend should be preserved.
10. San Marcos Creek should be developed into a natural-like flood channel and park chain as part of an open space zone, between industrial uses north of Discovery.
11. A second park chain should connect Lake San Marcos with a new elementary school and City park to the east, and with the future Prohoroff Ranch development.
12. A third park chain, in coordination with Carlsbad and the future City of San Dieguito, should extend down the Questhaven Valley from Meadowlark.
13. Bicycle paths and horse trails should run through and inter-connect all park chains and schools.
14. The Prohoroff Ranch should be developed as a planned unit project with at least 50 acres in an industrial park and the balance in an attractive park-housing community about 1980 or beyond.
15. The LaMoree Road and Walnut Hills areas should be developed with estates and a planned community, in a rural, park-like atmosphere.
16. No major developments should proceed in the area just to the east of Lake San Marcos until sewer and major street services have been extended.
17. One or more bus terminals should be located in this area.
18. Twin Oaks Valley Road should be extended as a major highway, south to Questhaven Road by 1980 or 1985 if economically possible.
19. Existing growths of wild Eucalyptus, Sycamore, and other trees, as well as citrus and avocado orchards, should be preserved as much as possible in housing developments.

#### WEST CITY NEIGHBORHOOD

(Interim Plan until July 1, 1974, upon conclusion of Citizen's Committee Input)

Acres:	About 900 (None now in the City)
Population, 1965:	About 300
Population, 1974:	About 3000
Expected Population, 1990:	About 1800

Proposed 1990 Primary Uses: Single family houses, duplexes and mobile homes east of Las Flores Drive; industry, agriculture and public commercial recreation west of Las Flores Drive.

Boundaries: Rancho Santa Fe Road to the east; South Santa Fe Road (Mission) to the north; Palomar Airport Road to the south; and Poinsettia Avenue to the west.

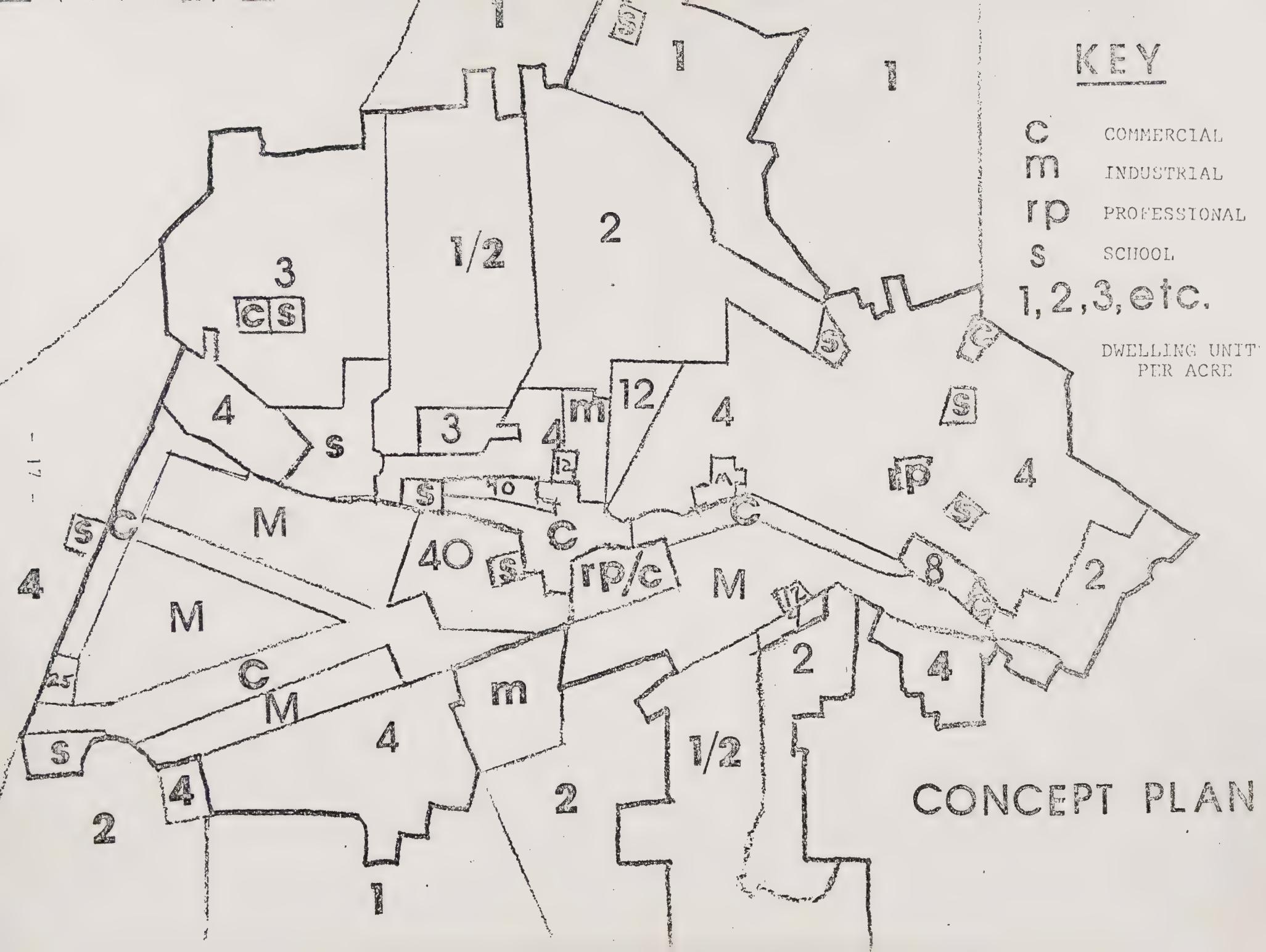
DEVELOPMENT POLICIES: (To apply to City decisions in zoning, subdivisions and parcel map control and appearance review.)

1. The City should solicit annexation of this area by 1975; through election and non-election proceedings.
2. Existing mobile home, single family housing, duplex and church use should be preserved.
3. Additional residential development should be kept primarily east of Las Flores Drive, and be at a density of roughly 4 to 6 dwelling units per acre.
4. The area west of Las Flores Drive should be developed primarily with "clean" industry and agriculture on the ridges and bluffs; open space in the canyons, and some public commercial recreation such as sports clubs and golf courses.
5. Poinsettia Avenue should be a collector (secondary) 84 foot wide highway between LaMirada Drive and Palomar Airport Road.
6. No apartments or high density housing units should be built in this neighborhood.
7. A City park and more than one additional school will probably be needed before 1980.
8. Boundary coordination with the cities of Vista and Carlsbad, and associated special districts, should be done from now on to insure compatible land uses between cities.
9. Special district boundaries should be altered to align with future city boundaries.
10. Joint park chain and bicycle trail programs should be worked up by the cities of San Marcos, Vista and Carlsbad for this area.
11. Before July 1, 1974, the City should convene Citizens' Committees composed of residents and property owners of the West City area. The West City neighborhood plan shall then be amended to reflect this Citizen Input.

# KEY

c  
m  
rp  
s  
1, 2, 3, etc.

DWELLING UNIT  
PER ACRE



## IMPLEMENTATION

The primary implementation tool of the Land Use Element is Zoning. Zoning regulates the intensity of Land Use, distinguishing between Commercial, Industrial, Agricultural and Residential.

Most areas of the City have already been zoned by the City in a manner compatible with this General Plan. Some areas, however, will have to be rezoned to more or less intensive land use patterns in order to carry out the goals and policies of this General Plan.

The major recommended changes are outlined below. These changes should be made within 90 days of the adoption of this Land Use Element.

1. Change from R-1 Residential to E-1(20) Estates
  - A. All of the area covered by record of survey 4511, along Mulberry Drive.
  - B. All of Lots 3 through 11, Block 30, Rancho Los Vallecitos de San Marcos, Map 806, along Rose Ranch Drive.
  - C. All of Lots 1 through 3, and 7 through 11, Block 2, Bennett Orchard Estates, Unit 2, Map 2123; Lots 1 through 3 and 7 and 8, Block 9, and Lots 9 through 12, Block 8, and Lot 11, Block 11, Rancho Los Vallecitos de San Marcos, Map 806, along Nordahl, Palomar and Montiel Roads.
2. Change from A-1(2) Agricultural (Potential R-2 medium density) to R-1(15) low density
  - A. Portion of Lot 1, Block 49, Rancho Los Vallecitos de San Marcos, Map 806, and all of Lots 1 and 2 of Section 11, Township 12 south, Range 3 west, San Bernardino Base Meridian; along Westerly Way.
3. Change from A-1(2) Agricultural to R-1(15) Residential (subject to Specific Plans)
  - A. Lot 8, Section 4, and all of Section 3, Township 12 south, Range 3 west, San Bernardino Base Meridian, excepting therefrom the easternmost quarter sections of Section 3; all north and west of Palomar College.

4. Change from R-3(10) Residential to M-Industrial
  - A. Portion of Lots 3 and 4, Portion of Sections 10 and 11, Township 12 south, Range 3 west, San Bernardino Base Meridian, along Autumn Drive south of the San Marcos Junior High School.
5. Change from R-1 Residential to M-Industrial
  - A. Lots 1 and 2, Block 73; Lots 1 and 2, Block 69; Lots 3 and 4 and the southeast halves of Lots 1 and 2, Block 68; Rancho Los Vallecitos de San Marcos, Map 806, between Discovery Street and Encinitas Road, from McMahr Road to Grand Avenue.
6. Change from A-1(2) Agricultural to C-Commercial
  - A. Lots 7 through 12 and portions of Lots 13 through 15 and 2 through 6, Block 62, Rancho Los Vallecitos de San Marcos, Map 806, along Discovery Street east of Grand Avenue.
7. Change from A-1(4) Agricultural to M-Industrial
  - A. Lots 1 through 6, Block 58; Lot 5, Block 55; and Lots 1 and 2, Block 57, Rancho Los Vallecitos de San Marcos, Map 806; along Myrtle Drive near Hill Drive.
8. Change from M-Industrial to C-Commercial (potential) subject to Specific Plans

All Lots of all Blocks, Rancho Los Vallecitos de San Marcos, Map 806, fronting on the following streets:

  - A. Encinitas Road between Rancho Santa Fe Road and Highway 78
  - B. Grand Avenue between "B" Street and 500 feet west of Linda Vista Drive
  - C. Rancho Santa Fe Road between Mission Road and Highway 78; and between Linda Vista Drive and 400 feet south of La Mirada Drive
  - D. The south side of Mission Road from Valpreda east to the Santa Fe Railroad Tracks.
  - E. Mission Road from Rancho Santa Fe Road to Via Vera Cruz (Arctic).

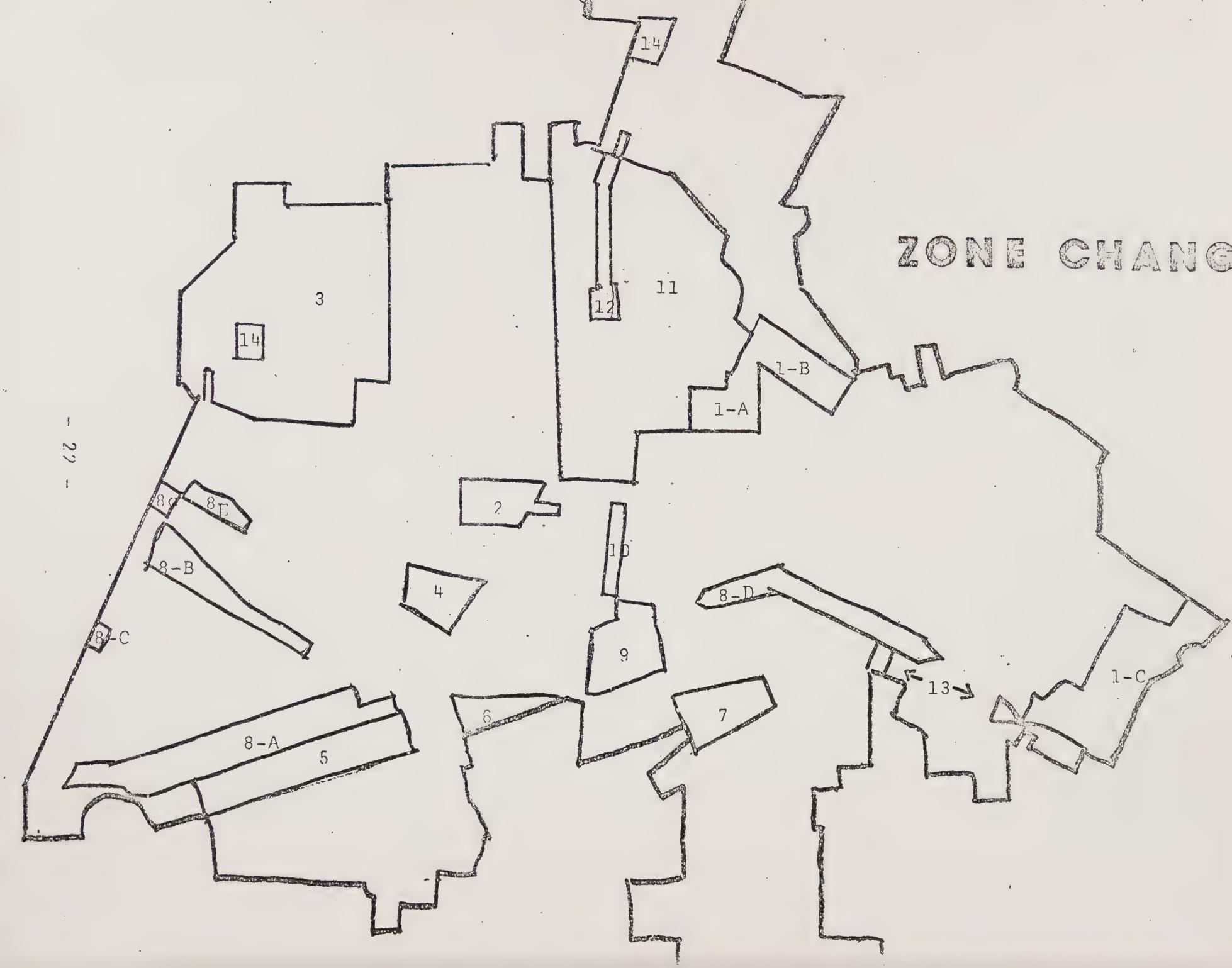
9. Change from M-Industrial to R-P Residential/Professional or C-Commercial.
  - A. The southernmost 300 feet of Lots 4 and 5, Block 52; and all of Lots 5 through 15, Block 59, Rancho Los Vallecitos de San Marcos, Map 806, east of Twin Oaks Valley Road, between Mission Road and Rancheros Drive.
10. Change from A-1(1) Agricultural to M-Industrial.
  - A. The eastern 400 feet of Lots 2 through 7, Block 51, Rancho Los Vallecitos de San Marcos, Map 806, along Woodward Street.
11. Change from A-1(1) Agricultural to E-1(20) Estates
  - A. All of Blocks 31, 42, 44, 45, 46; and Lots 1 and 4 through 7, Block 49; and Lots 3 through 9 and the eastern half of Lot 2, Block 48; Rancho Los Vallecitos de San Marcos, Map 806; and Lots 4, 5 and 6, Section 2, Township 12 south, Range 3 west, San Bernardino Base Meridian; and Lots 1 and 2, Section 35, Township 11 south, Range 3 west, San Bernardino Base Meridian.
12. Change from R-1 and R-1(7.5) Residential to E-1(20) Estates
  - A. All of Rancho Twin Oaks, Map 4860; and all of Block 43; and the eastern 200 feet of Lot 4, Block 40, Rancho Los Vallecitos de San Marcos, Map 806.
13. Change from A-1(1) Agricultural to M-Industrial
  - A. Lot 3, Block 11; and Lot 2, Block 21, Rancho Los Vallecitos de San Marcos, Map 806, along Mission Road east of Richland Road.
14. Change from A-1 Agricultural to A-1 (Potential C-Commercial) subject to Specific Plans
  - A. A ten-acre site, at the intersection of Rancho Santa Fe Road, in Section 3, Township 12 south, Range 3 west, San Bernardino Base Meridian.
  - B. Lots 1 and 2, Blcok 40, and Lot 3, Block 39, Rancho Los Vallecitos de San Marcos, Map 806, along Twin Oaks Valley Road, at Cassou and Buena Creek Roads.

9. Change from M-Industrial to R-P Residential/Professional or C-Commercial.
  - A. The southernmost 300 feet of Lots 4 and 5, Block 52; and all of Lots 5 through 15, Block 59, Rancho Los Vallecitos de San Marcos, Map 806, east of Twin Oaks Valley Road, between Mission Road and Rancheros Drive.
10. Change from A-1(1) Agricultural to M-Industrial.
  - A. The eastern 400 feet of Lots 2 through 7, Block 51, Rancho Los Vallecitos de San Marcos, Map 806, along Woodward Street.
11. Change from A-1(1) Agricultural to E-1(20) Estates
  - A. All of Blocks 31, 42, 44, 45, 46; and Lots 1 and 4 through 7, Block 49; and Lots 3 through 9 and the eastern half of Lot 2, Block 48; Rancho Los Vallecitos de San Marcos, Map 806; and Lots 4, 5 and 6, Section 2, Township 12 south, Range 3 west, San Bernardino Base Meridian; and Lots 1 and 2, Section 35, Township 11 south, Range 3 west, San Bernardino Base Meridian.
12. Change from R-1 and R-1(7.5) Residential to E-1(20) Estates
  - A. All of Rancho Twin Oaks, Map 4860; and all of Block 43; and the eastern 200 feet of Lot 4, Block 40, Rancho Los Vallecitos de San Marcos, Map 806.
13. Change from A-1(1) Agricultural to M-Industrial
  - A. Lot 3, Block 11; and Lot 2, Block 21, Rancho Los Vallecitos de San Marcos, Map 806, along Mission Road east of Richland Road.
14. Change from A-1 Agricultural to A-1 (Potential C-Commercial) subject to Specific Plans
  - A. A ten-acre site, at the intersection of Rancho Santa Fe Road, in Section 3, Township 12 south, Range 3 west, San Bernardino Base Meridian.
  - B. Lots 1 and 2, Blcok 40, and Lot 3, Block 39, Rancho Los Vallecitos de San Marcos, Map 806, along Twin Oaks Valley Road, at Cassou and Buena Creek Roads.

It is understood that the Planning Commission will make no individual recommendation to the City Council concerning these zoning matters until individual public hearings have taken place.

The above list of proposed zone changes is given simply to indicate some of the consequences.

# ZONE CHANGES



## DEVELOPMENT TIMING

San Marcos is the most rapidly growing city in San Diego County. This growth has been so great that it has temporarily overburdened some public services, such as sewers, schools, and some roads.

Cities in coastal California always continue to grow; some like Santa Barbara and Carmel grow slowly; some, like Huntington Beach and San Juan Capistrano grow explosively.

San Marcos will not stop growing. When the maximum population of 35,000 is reached in the present city limits some time before 1990, growth will still continue in future annexation areas.

In the interim, however, growth must not outpace essential public services. In granting zone changes that increase housing availability, the City government should consider the effects on sewer, water, schools, fire protection, roads, parks and other services.

Developments which will not be served by such facilities should be postponed until either the developers or local government have assured that the services will be available.

In 1973 several services reached or approached the critical points:

### A. SEWER

Since February 1973, effluent from the San Marcos County Water District area has intermittently exceeded the allocated capacity at the Encina Treatment Plant. A moratorium on new sewer connections is now in effect.

While the moratorium will very likely be lifted in early 1974, continued rapid growth similar to that experienced in 1973 could again overburden the Encina Plant in a few years.

### B. ELEMENTARY SCHOOLS

In early 1973, several of the Rich-Mar District schools reached or exceeded capacity, and the situation is expected to apply district-wide before 1974.

However, at the polls the voters approved a bond issue for schools. This should allow the Rich-Mar District to absorb approximately 1,800 new students by 1979, as currently used, or 6,000 new students on double sessions. After 1979 another bond issue will probably be necessary. (See attached letter.)

#### C. SECONDARY SCHOOLS

By late 1973 San Marcos High School was within a 50 student increment of design capacity. The District will be submitting a bond issue for further expansion in early 1974.

#### D. STREETS AND STORM DRAINS

Development has caused increased use of City streets and storm drains, some times over capacity. The temporary dirt trench system near Rock Springs and Bouher Roads is an example.

The problem is of a "chicken-egg" variety; development creates the problem by increasing traffic and runoff; and development solves part of the problem by installing increments of wider roads and improved storm drains.

To make these public improvements effective in coping with traffic and water runoff, it will probably be necessary for the City to institute assessment districts and/or bond issues to complete the systems and fill in gaps between developments.

The City has a master storm drain plan and a master street plan. A capital improvements program will soon come into effect.

To summarize A through D above, development is creating tasks for public agencies to ameliorate problems caused by said development. The public agencies are proceeding as speedily as possible, but temporary shortages of some services are occurring.

While this General Plan does not propose any specific development timing schedule, it is suggested as policy that the Planning Commission and City Council take public services into account and not allow development at a pace greater than that of service expansion.

Among the means at the City's disposal are:

1. ZONING - Withholding more intensive zoning until services are provided.
2. MORATORIUMS - Withholding all building permits for the duration of shortage of essential services.
3. QUOTAS - Granting only as many building permits per year as anticipated vital services can accommodate.
4. DENIAL of subdivision maps--especially those with adverse impacts.

All of the above may involve legal problems. The City Attorney should be consulted before the City takes any such action.

It is expected that the City will continue to take in 1,000 to 2,000 new residents a year until 1985 or 1990. If services cannot accommodate this growth in any year, the growth will need to be delayed.

## SAN MARCOS IN THE REGIONAL CONTEXT

San Marcos, with 1/3% of the land area of the county, has 1/2% of the population. The city contains disproportionately high percentages of industrial, agricultural, mobilehome park and recreation park land uses, and disproportionately low amounts of military, commercial and transportation terminal land uses.

Nearby and adjacent cities include Vista, Escondido, and Carlsbad (populations roughly 25,000; 50,000; and 20,000 respectively). Other communities within a 20-mile radius include Oceanside, Fallbrook, Encinitas, Leucadia, Rancho Santa Fe, Rancho Bernardo, Poway and Camp Pendleton.

For purposes of economic analysis, this area is a single employment, shopping and housing market. The larger San Diego-El Cajon market area to the south also provides some interaction.

Land uses are not distributed evenly through the North County sub-region. Industry is an example; according to the existing trends report of the comprehensive planning organization, San Marcos will absorb 7% to 9% of the area's population growth, between 1975 and 1995, but will take in 33% of its growth in basic employment.

Likewise, commercial and office uses are unevenly distributed. The North County region is projected to have at least four major shopping centers, two auto plazas (of the Mission Viejo type) and three county government centers. None is projected to be located in San Marcos.

San Marcos does provide above average educational opportunities, since widely respected Palomar College is located here. The school serves the largest Junior College District in the county.

In agriculture, San Marcos is one of the last areas in the county where walnut ranching is still done on any significant scale. San Marcos is also a major avocado, citrus and fodder producing area, as well as being a dairy center and possessing one of the largest egg ranches in the world.

While other areas have prematurely suburbanized, San Marcos has preserved a large, active agricultural area. Geography is the main feature contributing to this fortuitous circumstance, with zoning secondary.

San Marcos has also absorbed a disproportionate amount of mobilehome parks. The CPO housing report indicates that in 1990, 10% of the county's housing will be in mobilehome parks; yet in San Marcos the 1970 figure was almost 50% and the city policy for 1990 is to allow up to 25% of all housing units to be mobilehomes.

San Marcos also provides some lower cost housing, under \$170 a month, or under \$22,000 purchase price in several neighborhoods. Present zoning permits a great deal of new lower income housing to be built, and the General Plan calls for additional areas to be opened to this use.

The city has a relatively low proportion of higher cost housing, but

this is partly due to the fact that several large high-cost projects have been located near the city already. The high-cost housing market is a small one, and less than 15% of the housing in San Marcos will be of a luxury variety (\$50,000 and up, in today's dollars).

Thousands of moderate-to-higher cost units, \$22,000 to \$50,000, have been or are being built in the San Marcos area. This tide of demand has caused the sewer system to be overloaded. Similar events have occurred in the nearby areas of Vista and Rancho Bernardo and may soon occur in Carlsbad and Escondido.

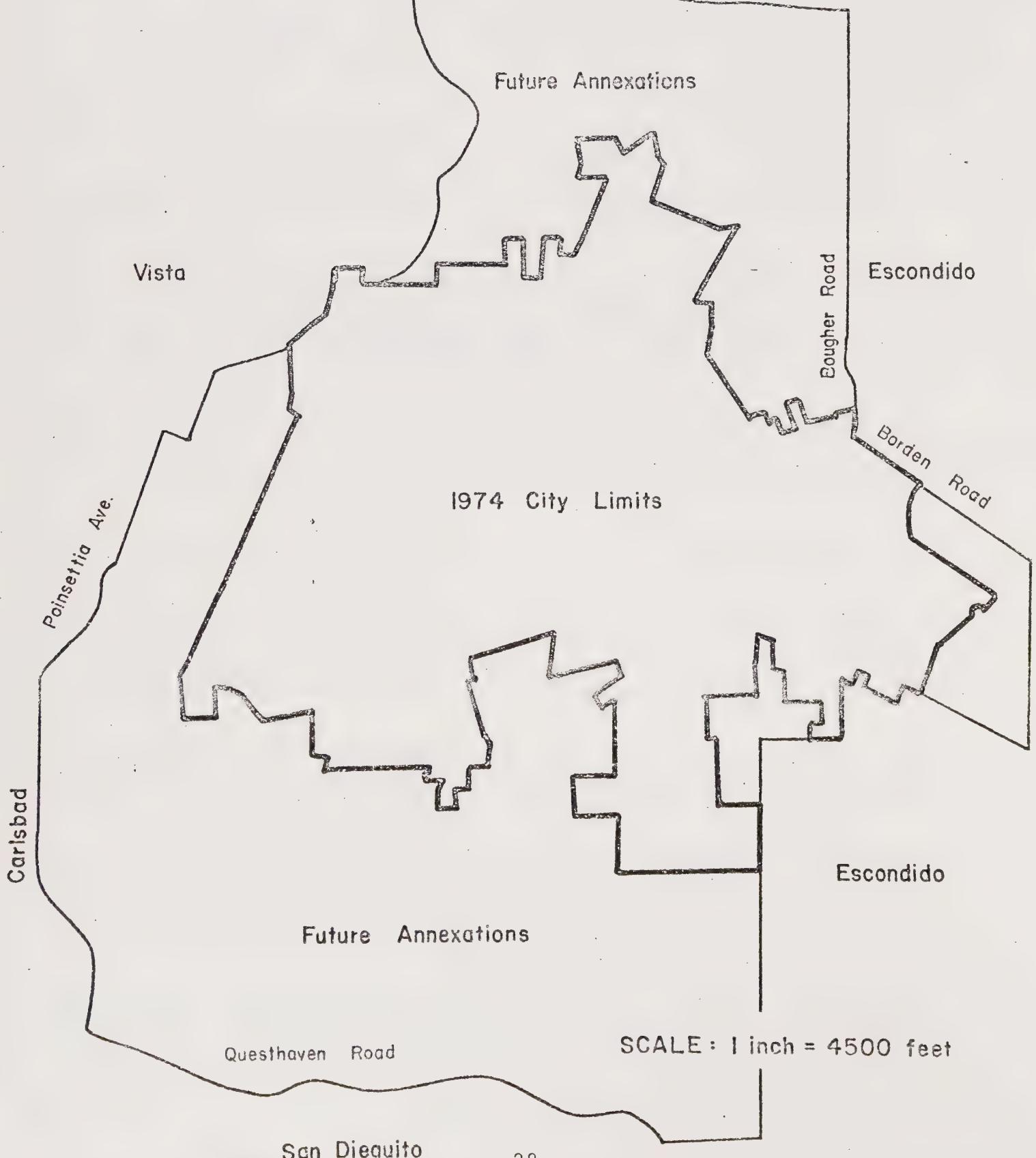
The regional demand for tract housing has exceeded the supply of basic services in some areas. To avoid similar events occurring in the future, and to avoid urban sprawl over the whole of San Marcos, mid-cost (tract) housing is being held to roughly 40% of the total area of the 1974 city limits.

San Marcos will continue to be an area where persons of all income groups can live. The regional housing market must provide a great deal of the housing for those who work or attend college in San Marcos. Vista and Escondido have been most favored as residential areas by San Marcos workers. Executives often prefer nearby La Costa or Rancho Santa Fe.

San Marcos has a responsibility to offer a wide range of housing opportunities.

CITY of  
SAN MARCOS

PLANNING  
AREA



CITIZEN PARTICIPATION  
(PUBLIC HEARINGS PHASE)

Through November 5, 1973, the following persons spoke at public hearings on the 1973 General Plan Land Use Element:

September 11, 1973 - City Council Meeting

Allen J. Olson, Realtor  
Mike Cavanaugh, Coldwell Banker  
Max Arlin - Twin Oaks Valley Homeowners Association  
The Reverend Pettipiece  
Stan Schwartz, Developer  
Lawrence Lazar, Planning Commissioner  
Lee Kilgore, Resident  
Ken Bobbey, Contractor  
Fred Zilliox, Building and resident

September 19, 1973 - City Council Meeting

Pete Nelson )  
Roger Hedgecock) San Diego Chapter Sierra Club  
Ronald Ramos, Developer  
Lloyd Von Hayden, Vista Ecology Group  
Allen J. Olson, Realtor  
Mike Cavanaugh, Realtor

October 9, 1973 Council Meeting: No one from the audience asked to be heard.

10-15-73  
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SUMMARY OF AD HOC COMMITTEE REPORTS  
RELATING TO LAND USE ELEMENT  
1973 GENERAL PLAN UPDATE  
(WORDING IS BY STAFF)

1. RESIDENTIAL SUBCOMMITTEE

(Bucher, Hartjen, Baker, Noll and Ramos)

- a. Most of residential area should be low or very low density. Medium and high density areas should be on the valley floor and hillsides close to the town center.
- b. Zone changes should be difficult to get, and be by specific plan only.
- c. Urban growth should be integrated with the natural environment.
- d. Urban zoning should not be extended until all public facilities and services for such areas have been planned, programmed and financed.
- e. Steep or frequently inundated open space areas and prime agricultural land should be protected from housing development.
- f. Planned Residential Developments and condominiums should have high standards for open spaces, landscaping and facilities.
- g. Residential development should be on appropriate terrain.

2. AGRICULTURAL SUBCOMMITTEE

(Yamaguchi, Oliver, Fletcher)

- a. Agricultural zoning should be preserved.
- b. In steep areas, lots should be 2-1/2 to 8 acres in size.
- c. Horses, livestock and trees should be protected.
- d. Hiking and riding trails should be extended in this zone.
- e. Sub-estates (half-acre zoning) should be on the valley floor near La Cienega.

### 3. COMMERCIAL SUBCOMMITTEE

(Richardson, DeSpain, Brown, Biering)

- a. More commercial uses are needed -- larger stores and a greater variety of stores.
- b. Daily-needs shopping (food, stationery, etc.) and clothing stores are needed most.

### 4. INDUSTRIAL SUBCOMMITTEE

(Campbell, Bucher, Lazar, Sivelle and Chapman)

- a. Architectural review in the industrial area is necessary.
- b. The area 660 feet either side of Twin Oaks Valley Road, up to La Cienega, should be zoned "M" (industrial).
- c. The area between Encinitas Road and Discovery Street, west of Grand Avenue, should all be zoned "M".
- d. The area between Richland Road and Bennett Court, south of Mission Road and north of the freeway, should be zoned "M". (Staff's note: This has been done since.)
- e. Existing "M" zones should remain generally the same.

### 5. PARK AND RECREATION SUBCOMMITTEE

(Slavinsky and Berta)

- a. A large park should be purchased in the North Twin Oaks Valley. (Staff's note: One of the sites suggested is now being purchased.)
- b. Other recommendations support trails for horses, bikes and hiking throughout the city.

## GENERAL PLAN DEFINITIONS

### LOWER TWIN OAKS VALLEY:

That area between Windy Way on the south and La Cienega Avenue Extension on the north; between the San Marcos cemetery, Woodward Street and the Merriam Mountains on the east, and Owen Peak and the San Marcos Mountains on the west.

### MID-TWIN OAKS VALLEY:

That area of the valley and foothills north of La Cienega Avenue Extension and south of the north boundary of Rancho Los Vallecitos De San Marcos.

### NORTH TWIN OAKS VALLEY:

That area of the valley and mountains north and east of the North Rancho boundary (Map 806), extending east to Interstate Highway 15, and north to the Gopher Canyon area.

### ESTATES:

Land developments corresponding to those allowed in one acre - minimum-lot zoning.

### SUB-ESTATES:

Land developments corresponding to those allowed in half acre - minimum-lot zoning.

### FLOOD CHANNEL:

An improved permanent structure capable of moving water from a 50-year frequency flood with no spill-over to adjacent property.

### FLOOD PLAIN:

An open area in which the water runoff from areas upstream are expected to be naturally confined in a 50-year frequency flood.

### PARK CHAIN:

A group of public and private parks of varying widths and lengths, connected by streets and trails, and suitable for possible future use through cooperative agreements or public easement for public use in travel and recreation. Designation of a private park as being part of a park chain in no way is meant to obligate the city to future purchase or maintenance of such a park, nor to confer upon the general public the present or future right to trespass upon such a park.

RESEARCH - A use is designated "Research" if it is conducted entirely within an office building, on a landscaped site, and does not involve outdoor storage or processing of materials; and furthermore, is dedicated to research and development of improvements to goods or services.

CONSISTENT - A land subdivision or business or other development is consistent with the land use element of the General Plan if, in the opinion of the City Planning Commission, it follows the policies of this plan to the letter.

It is not necessary that the land use be precisely as shown on the attached concept plan, so long as it meets the requirements of the Relevant General Plan Land Use policies.

It is understood that these policies often set maximum area limits of particular land uses, and that the Planning Commission and City Council may restrict such land uses to smaller, inclusive areas for such period of time as they deem appropriate within the zoning process.

# Rich-Mar Union School District

100 Avenue • San Marcos, California 92069 • phone (714) 744-1400

October 8, 1973

Re: Dave Valeska, Planning Director

Re: Don Wright, Director of Facilities Planning and Development

Re: Rich-Mar School District facilities and enrollment, current and projected

## Classroom Facilities and Fall Enrollment

	<u>Capacity as Currently Used</u>	<u>Capacity Used Year Round</u>	<u>Capacity on Double Session</u>	<u>September Enrollment</u>	<u>June Enrollment</u>
73-74	2,417	3,021	4,834	2,189	2,570
74-75	2,777	3,471	5,554	2,600	2,915
75-76	3,518	4,397	7,036	2,940	3,320
76-77	3,518	4,397	7,036	3,350	3,830
77-78	4,168	5,210	8,336	3,870	4,230
78-79	4,168	5,210	8,336	4,260	4,680

Above information is based on DU's under construction, proposed DU's on file, estimated DU's that may be developed yearly and pupil yield per DU according to current experience. Please notice the enrollment continues to increase during the school year.

Eight classrooms now in use are portable and temporary. As additional facilities are developed, portable classrooms will be eliminated if they are no longer needed.

School capacities are somewhat theoretical. Only when there is a perfect ratio of children per grade level can a school support a maximum enrollment. Since this is rare, the actual working capacities are somewhat less than stated.

## School Site Locations

Expansion of junior high school facilities will take place on the present campus, which is less than half completed. Construction will begin early in 1974.

An elementary school site on Bouger Road next to the 15 acre city park is to be acquired, barring unforeseen difficulties. Development will begin as soon as possible in 1974.

A second elementary site probably will be acquired in the Vallecitos area. Development time will depend upon need for classrooms and available bond money, neither of which can be determined at this time.

The district has two other elementary school sites. One is located on North Twin Oaks Road near Cassou Road; the other site is located in La Costa near Rancho Santa Fe Road and Alga Road. A second La Costa site is being reserved should it be needed.

There are no plans to build schools on these sites until the need arises.

As large proposed developments become known, the district requests school sites be reserved. Tropicana Village, Rancho Carrillo, Gateway, San Marcos, Kratter Property and San Marcos Glens have held preliminary discussions with the district on school site selection. Accelerated activity by any one of these PRD's could determine district building plans after completion of the junior high and the rougher Elementary School.

## ECONOMIC BASE DATA AND PROJECTIONS

### EMPLOYMENT

	<u>1973</u>	<u>1995</u>
Total	4112	19,170
Basic		10,730
Education, Retail and Service		6,161
Other		2,279

Source: CPO)

### RESIDENCE OF SAN ARCOS WORKERS

	<u>Number</u>	<u>Percent</u>
San Marcos	247	17%
Escondido and Vista	765	54%
Other	384	29%

Source: 1973 City of San  
Marcos Survey)

### COLLEGE ATTENDANCE

	<u>1971</u>	<u>1973</u>
Day	3919	4936
Night	2310	3473

1980 - 11,077 day (not counting night)

Source: Mr. Lee, Registrar's  
office, Palomar College)

ESTIMATED 1990 INDUSTRIAL  
AND USE BREAKDOWN

1990 Total "M" zone (less Commercial) 1100 acres

	<u>1973</u>	<u>1990</u>
Labor-Intensive Uses (electronics, sewing, etc.)	160 acres	400 acres
Warehousing (enclosed)	50	200
Heavy Industry (material Processing, etc.)	30	150
Outdoor Storage (contractors' yards, etc.)	100	200
Vacant	760	150

Source: City of San Marcos)

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